

CSUS-S / MIDTOWN NEIGHBORHOOD MASTER REVITALIZATION STRATEGY

APRIL 2001



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CSUS-S / Midtown Neighborhood

MASTER REVITALIZATION STRATEGY

APRIL 2001

Prepared for:
Stockton City Council

Prepared by:
City of Stockton
Housing & Redevelopment Department

This Master Revitalization Strategy reflects the work of the CSUS-S / Midtown Policy Advisory Group and community input over the past year and a half. It is a compilation of their vision and ideas for revitalizing and preserving the heritage of the CSUS-S campus and Midtown Neighborhood.

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SECTION 1 - INTRODUCTION

This document provides a framework for revitalizing the California State University, Stanislaus-Stockton (CSUS-S) / Midtown Neighborhood of Stockton, California (Midtown Neighborhood). Developed in cooperation with neighborhood residents, business owners, City staff, an appointed Policy Advisory Group, other stakeholders, and information compiled as a result of a survey¹ conducted in May 2000 - the CSUS-S / Midtown Revitalization Strategy describes the community's vision for the future, and identifies the projects, programs and actions the City and community will undertake to implement the plan's recommendations for the Midtown Neighborhood.

1.1. Background & Purpose

Project Background & History



Following the State's transfer of the former Stockton Developmental Center to California State University, Stanislaus (CSUS), the City committed to develop a revitalization strategy for the Midtown Neighborhood in an effort to implement policies that would optimize the economic benefits of the CSUS-S campus to the surrounding neighborhood, while at the same time improve the neighborhood to reinforce the success of the campus.

The first opportunity to outline such a program was available to Mayor Podesto in October 1998 at the Mayors' Institute on City Design in Washington D.C. Mayor Podesto received feedback on the CSUS-S campus and adjacent neighborhood issues from design experts and representatives of cities that had confronted similar planning and community development issues.

In April 1999, a strategy memorandum was presented to the Mayor and City Council that discussed the initial vision, goals and issues to be discussed for the Midtown Neighborhood.

As a result of the recommendations outlined in the strategy memorandum, a Policy Advisory Group, comprised of representatives from government and university organizations, non-profit agencies and local property and business owners, was appointed in September 1999 and charged with the task of clarifying a vision, discussing issues, formulating policies and making project recommendations to the City Council. In addition to the Policy Advisory Group, a Management Team, comprised of City, County and CSUS-S staff, was subsequently appointed to provide information and advice to the Policy Advisory Group and prepare implementation plans to address those specific recommendations.

Also in September 1999, Governor Davis signed Senate Bill 679, providing for \$1.3 million of additional general fund support for Fiscal Year 1999/2000 and authorizing the preparation of a feasibility study regarding the reuse of the 102-acre CSUS-S site directly adjacent to the Midtown Neighborhood. In addition, the State committed to an annual contribution of \$1.7 million toward the operation and maintenance of the site. In April 2000, the Feasibility Study for Development of CSU Stanislaus – Stockton Center was completed and set forth various recommendations and an Implementation Plan which paved the way for the formation of a Joint Powers Authority (Site Authority) between the City of Stockton and the Trustees of the California State University to manage and operate the site.

¹ Magnolia/Midtown Project: An Assessment of Service Allocation, May 2000

Location & Neighborhood Boundaries

The Midtown Neighborhood encompasses approximately 350 acres of land (or .5 square miles), including the 102-acre CSUS-S campus, and is located immediately north of Downtown Stockton and bounded by Harding Way to the north, the Southern Pacific Railroad Tracks to the east, Miner Avenue to the south, and El Dorado Street to the west. For purposes of this document, the Midtown Neighborhood includes the Magnolia Historic District and CSUS-S campus.

Access to the Midtown Neighborhood is available from the Crosstown Freeway via the Stanislaus Street exit and from Interstate 5 via the Fremont Street exit. The Midtown Neighborhood is also easily accessible from Downtown Stockton via major streets such as Center, El Dorado, Park, Oak, and California Streets and Harding Way.

Purpose of the Revitalization Strategy

The purpose of the Strategy is to identify a vision or direction for the Midtown Neighborhood's future and to develop and coordinate projects, programs and actions that the City and community can undertake to achieve that vision. The Strategy will identify key sites, activities, projects, services and funding sources that would act as a catalyst for revitalization of the Midtown Neighborhood.

1.2. The Community Based Planning Process

The strategic planning process for the revitalization of the Midtown Neighborhood included 7 steps:

- **Project Initiation.** This step involved analyzing the existing conditions of the Midtown Neighborhood including strengths and weaknesses, major issues and needs, and opportunities for making improvements. It also involved identifying a list of assumptions by which a vision would be formulated. These assumptions are as follows:
 1. *The Midtown Neighborhood needs to remain vibrant and strong.*
 2. *Institutions such as CSUS-S, San Joaquin County Mental Health, and St. Joseph's Medical Center will always be an influence located in this area.*
 3. *It is necessary to keep the historical character of the area.*
 4. *The area is a business, single-family and multi-family area and will remain as such.*
 5. *The City and County will maintain a long-term presence.*
- **Creation of the Vision.** The vision describes a picture of where the Midtown Neighborhood should be in the future, what it should look like, and how it may be improved.
- **Development of the Revitalization Strategy Goals and Objectives.** This process, based on identified needs in the Midtown Neighborhood, involved identifying various goals and objectives to assist in achieving these goals for success.

- **Community Input.** This step involved taking the work of the Policy Advisory Group to all property owners and tenants (both residential and commercial), including an identification of assets and challenges of the Midtown Neighborhood, a drafted vision, identified goals and objectives, and a plan for achieving those goals and objectives. Here, community participants were invited to work in small groups to either confirm, revise, or provide additional recommendations regarding the revitalization of the Midtown Neighborhood.
- **Identification of Priority Strategies and Objectives.** Based on the input received by the community, the revitalization goals and objectives were prioritized to determine which improvement activities should be taken into consideration for immediate versus long-term implementation.
- **Identification of Immediate Actions.** Based on the need to create immediate, visible improvement results, the Policy Advisory Group developed an Immediate Plan for Action.
- **Revitalization Strategy Approval and Implementation.** While the City Council accepted a preliminary report on the revitalization of the Midtown Neighborhood on August 29, 2000 (Resolution 00-0439), the final step of this process will consist of a presentation to the City Council for adoption and implementation of the Master Revitalization Strategy.

1.3. Report Organization

This document is organized into five major sections:

Section 1.0 – Introduction.

Section 2.0 – The Midtown Neighborhood. This section describes the current state of the Midtown Neighborhood, and discusses its assets and challenges.

Section 3.0 – A Community Vision. This section presents the vision for the future of the Midtown Neighborhood.

Section 4.0 – Revitalization Strategy. This section outlines the actions that comprise the Strategy, which forms a framework for achieving the vision. This section also prioritizes the various strategies and objectives set forth as part of the Strategy and identifies an immediate plan for action.

Section 5.0 – Implementation Program. This section lays out the Implementation Program for executing the Strategy.

SECTION 2 – THE MIDTOWN NEIGHBORHOOD

2.1. Neighborhood Profile

Overview of Midtown Neighborhood

The Midtown Neighborhood is not only home to the 102-acre CSUS-S campus, but is also where both of Stockton's designated historic districts are located – the Magnolia Historic District and Doctor's Row. The Midtown Neighborhood, which dates back to the Civil War era and features some of Stockton's first residences, is a vital link between Downtown, the CSUS-S campus, and the Miracle Mile. However, years of neglect, blight and crime have caused the dwellings to transition from owner-occupied to rental properties and wholesale



demolition and apartment construction have weakened the community fabric.



It is time to return the Midtown Neighborhood back to its physical and economic splendor by encouraging owner-occupancy, emphasizing the historic significance of the area, and providing for mixed uses that allow combination office/living quarters so that the Midtown Neighborhood can provide for an environment in which residents can be a part of a "LIVE, WORK, WALK" community.

Population Characteristics

Tables 2.1 and 2.2 summarize the population and housing characteristics of the Midtown Neighborhood. According to 1990 Census data, the Midtown Neighborhood is a community of 5,079, or approximately 2.4% of the total Stockton population of 210,943 (see Table 2.1). The current total population of Stockton is estimated at 243,700².

More than two-thirds of the Midtown population is comprised of Caucasian and Hispanic individuals. The remaining one-third of the neighborhood's ethnic composition is African American, American Indian and Asian.

In general, the Midtown Neighborhood is comprised mostly of young and middle-aged adults. More than one-third of Midtown residents are between the ages of 25 and 44, with approximately 75% of the residents under the age of 45.

With a median household income less than half of that for the City as a whole, more than 85% of Midtown residents had an annual household income of less than \$27,500.

There is also a low owner-occupancy rate as shown in Table 2.2. Of the more than 1,800 occupied housing units in the Midtown Neighborhood in 1990, only 7% were owner-occupied, while the remaining 93% were renter-occupied. Approximately 11% of the total housing units in the Midtown Neighborhood were vacant.

² According to the California State Department of Finance's Population Estimate for January 1, 1999.

Table 2.1: Demographic Characteristics – City of Stockton & Midtown Neighborhood

<u>1990</u>	<u>City of Stockton</u>	<u>%</u>	<u>Midtown</u>	<u>%</u>
<u>Population</u>	210,943		5,079	
<u>Ethnicity</u>				
White (Non-Hispanic)	92,029	43.6%	1,644	32.4%
Black (Non-Hispanic)	19,118	9.1%	697	13.7%
Hispanic (All Races)	52,653	25.0%	1,770	34.8%
American Indian, Eskimo or Aleut	1,463	0.7%	28	0.6%
Asian or Pacific Islander	45,239	21.4%	940	18.5%
Other/Not Counted	<u>441</u>	0.2%	<u>0</u>	0.0%
Total	210,943		5,079	
<u>Age Distribution</u>				
<18 Years	66,999	31.8%	1,368	26.9%
18 to 24	23,734	11.3%	633	12.5%
25 to 44	65,381	31.0%	1,784	35.1%
45 to 54	18,409	8.7%	414	8.2%
55 to 59	7,012	3.3%	210	4.1%
60 to 64	7,301	3.5%	236	4.6%
65 to 74	12,667	6.0%	308	6.1%
75 to 84	7,227	3.4%	98	1.9%
85+	<u>2,213</u>	1.0%	<u>28</u>	0.6%
Total	210,943		5,079	
<u>Number of Households</u>	68,794		1,864	
<u>Persons/Household</u>	3.1		2.7	
<u>Household Income Distribution</u>				
<\$12,500	15,149	22.0%	957	51.6%
\$12,500 - \$19,999	10,230	14.8%	406	21.9%
\$20,000 - \$27,499	9,854	14.3%	217	11.7%
\$27,500 - \$34,999	7,587	11.0%	96	5.2%
\$35,000 - \$42,499	6,634	9.6%	36	1.9%
\$42,500 - \$49,999	4,992	7.2%	47	2.5%
\$50,000 - \$74,999	9,364	13.6%	70	3.8%
\$75,000 - \$149,999	4,539	6.6%	26	1.4%
\$150,000+	<u>574</u>	0.8%	<u>0</u>	0.0%
Total	68,923		1,855	
Median Household Income	\$26,876		\$12,687	

Source: 1990 Census

Note: Although 2000 Census Data was available at the time of report preparation for the City of Stockton as a whole, the same data was not available by census tract and block group. To maintain consistency for comparison purposes between the City and Midtown Neighborhood, 1990 Census Data was utilized.

Table 2.2: Housing Inventory in the Midtown Neighborhood

<i>Type</i>	<i>Number of Units</i>	<i>Percent of Total</i>
<u>Housing Units</u>	2,041	
Occupied	1,809	88.6%
Vacant	232	11.4%
<u>Total Occupied Housing Units</u>	1,809	
Owner Occupied	129	7.1%
Renter Occupied	1,680	92.9%

Source: 1990 Census

Existing Legal Framework – General Plan and Zoning

Under the existing General Plan and Zoning Ordinance, the Midtown Neighborhood includes C-2, C-3, and C-M for commercial uses and R-1 for residential uses. The existing C-R zoning designation allows for commercial and residential uses. The P-L (or Public Land) zoning encompasses the CSUS-S site and adjacent schools. Other zoning, concentrated in the southeastern portion of the Midtown Neighborhood, south of the CSUS-S campus, includes M-1 (or light industrial). Figure 2.1 illustrates zoning designations from the Zoning Ordinance, and Figure 2.2 illustrates the land use designations from the General Plan.

Land Use

This section presents the existing land uses within the Midtown Neighborhood, also illustrated in Figure 2.3. Unless otherwise noted, the information in this land use section is based on data included in the Survey completed in May 2000, referenced at the beginning of this document.

Table 2.3 illustrates the number of parcels found in the Midtown Neighborhood. Of the 569 total parcels, residential uses account for more than half or 58% of the total parcels. Of the remaining 42% of the parcels, more than a majority of the parcels, or 60%, are utilized for commercial uses.

Table 2.3: Land Use in the Midtown Neighborhood

<i>Land Use</i>	<i>No. of Parcels</i>	<i>Percent of Total</i>
Residential	330	58.0%
Commercial	143	25.1%
Institutions	18	3.2%
Industrial	7	1.2%
Recreational	4	0.7%
Public	28	4.9%
Vacant	39	6.9%
Total:	569	100.0%

Source: MetroScan for Windows v2.80 – San Joaquin County

Currently, the Midtown Neighborhood is served by more than 200 businesses operating within the community. More than one-half of these businesses are automotive services, specialty stores and other service-related businesses. While many of the businesses tend to be dispersed throughout the Midtown Neighborhood, most of the commercial uses can be found along major streets such as El Dorado, California, Harding, Miner and California.

In general, housing tends to be located in the C-R zoned areas north of Park Street west of the CSUS-S campus within and around the Magnolia Historic District. A few other residential structures are located east of American Street near the industrially zoned portion of the Midtown Neighborhood.

Building Conditions

Consistent with its historic beginnings, many of the structures located in the Midtown Neighborhood originate to the early 1900's. Of the 330 residential parcels located within the area, information on the age of the structure was available for 299 of them. As is evidenced by Table 2.4 below, a total of 216 of these structures were built before 1950, including 38 of them in 1900, and 83 were built between 1950 and 1998.

Table 2.4 – Age of Residential Structures

<i>Year Range</i>	<i>No. of Structures</i>	<i>Percent of Total</i>
1900-1909	89	27%
1910-1919	74	22%
1920-1929	41	12%
1930-1939	6	2%
1940-1949	6	2%
1950-1959	5	2%
1960-1969	14	4%
1970-1979	25	8%
1980-1989	13	4%
1990-1998	26	8%
Information Not Available	31	9%
Total:	330	100.0%

Source: MetroScan for Windows v2.80 – San Joaquin County

To gain a general understanding of the existing physical conditions in the Midtown Neighborhood, the City's Housing & Redevelopment Department conducted a sample survey of various residential, commercial, and mixed-use structures and vacant land in the Midtown Neighborhood. Structures within the sample were rated in each of the following areas to determine the overall condition: siding/painting, roofing, windows, doors, foundation, porches, and exterior electrical/plumbing.

Table 2.5 illustrates that according to the survey sample, commercial structures are generally in better condition than residential structures. More than 85% of the commercial buildings surveyed were in good condition and only 3% were rated as substandard.

While the results rate more than one-half of the surveyed residential structures in good condition, well over one-third were in need of moderate or major repair.

Table 2.5 – Building Conditions

Good: Little or no repairs required
 Fair: Moderate repairs and renovation needed
 Substandard: Major repairs and renovation required

<i>Type</i>	<i>Good</i>	<i>Fair</i>	<i>Substandard</i>	<i>Total</i>
Residential	139 (57%)	77 (32%)	28 (11%)	244
Commercial	55 (87%)	6 (10%)	2 (3%)	63
Mixed Use	0 (0%)	2 (100%)	0 (0%)	2
Vacant	N/A	N/A	N/A	20

Source: City of Stockton, Housing & Redevelopment Department

Transportation & Circulation

Streets

The Midtown Neighborhood includes the following streets, which are laid out in a grid pattern:

East/West Streets

Miner Avenue
Lindsay Street
Fremont Street
Oak Street
Park Street
Flora Street
Poplar Street
Acacia Street
Magnolia Street
Rose Street
Vine Street
Willow Street
Harding Way

North/South Streets

El Dorado Street
Hunter Street
San Joaquin Street
Sutter Street
California Street
American Street
Stanislaus Street
Grant Street
Aurora Street
Sacramento Street

Interchanges to the Crosstown Freeway at El Dorado and Stanislaus Streets permit access to and from the neighborhood. Many of the north-south streets in the Midtown Neighborhood carry through traffic to and from Downtown Stockton and the Crosstown Freeway. In some instances, this through traffic detracts from the safety and character of the Midtown Neighborhood. Table 2.6 illustrates the traffic volumes for major Midtown streets.

Table 2.6 – Average Daily Traffic Counts of Major Midtown Streets

<i><u>Street</u></i>	<i><u>Average Daily Traffic Count</u></i>
<i>N/S Streets</i>	
El Dorado Street	18,050
California Street	12,300
Stanislaus Street	10,600
<i>E/W Streets</i>	
Harding Way	21,250
Park Street	5,200
Oak Street	4,500
<u>Miner Avenue</u>	<u>9,000</u>

Source: City of Stockton – Traffic Engineering

Public Transit

Public transit is important to both residents located within and outside the Midtown Neighborhood. With a significant number of non-profit and County service agencies located within the Neighborhood, there is a high demand for public transit to access these services. In addition, students enrolled and attending classes at the CSUS-S campus often access the campus via public transit.

Currently, there are 10 bus routes servicing the Midtown Neighborhood, 8 of which are Stockton Metropolitan Area Fixed Routes. These include routes 1, 3, 4, 5, 6, 7, 10 and 11. In general, it is routes 1, 3, 4 and 5 which provide the most mobility throughout the neighborhood via El Dorado, San Joaquin and California Streets. Route 6, 7, 10 and 11 run along the outskirts of the Midtown Neighborhood along El Dorado Street between Fremont and Miner. Bus service, via these routes, is available weekdays between 5:40 am and 7:40 pm. Available bus service on weekends and holidays varies.

In addition, there are two Innercity Routes, namely 20 and 21, available during the weekdays between 5:40 am and 7:20 pm.

Inconveniences arise when residents working late night shifts and students attending evening classes are unable to access public transit after 7:40 pm.



Parking

With the exception of larger designated parking lots such as the one found at the San Joaquin County Mental Health facility, most of the parking in the Midtown Neighborhood is limited to street parking. The presence of several businesses, government services, and non-profit agencies coupled with nearby residential uses often creates parking congestion problems. To help alleviate this problem, some existing uses such as the San

Joaquin County District Attorney's Office are looking at ways to provide additional parking to further accommodate their needs.

Market Conditions

A recent inventory of businesses in the area indicates that an estimated 230 sales tax generating businesses are located within the Midtown Neighborhood. Of this total, more than one-half of these businesses are automotive services, specialty stores and other service-related businesses. Table 2.7 below summarizes Midtown area businesses.

Table 2.7 – Summary of Midtown Neighborhood Business Inventory

<i>Type of Business</i>	<i>Total No. of Businesses</i>	<i>Percent of Total</i>
Automotive Sales/Repair	54	24%
Other Services (Contractors, General Business)	44	19%
Specialty Stores	25	11%
Small Market/Convenience Store	18	8%
Retail (Small Department Stores)	17	7%
Home Furnishings/Furniture	17	7%
Industrial	17	7%
Restaurant/Fast Food	14	6%
Government/Health Services	12	5%
Materials/Supplies/Equipment	7	3%
Mortuary	6	3%
Total:	231	100.0%

Source: City of Stockton GEO Area Report (HDL & Associates)

Total sales tax revenues for the first through third quarters of 2000 generated by Midtown Neighborhood businesses were estimated at more than \$400,000. Of this, an estimated \$118,000 (30%) was generated by contractor-type businesses, while an estimated \$76,000 (19%) was generated by retail suppliers of equipment, materials, etc.

Table 2.8 below shows that sales tax revenues generated by Midtown Neighborhood businesses, in general, comprise approximately three percent of total sales tax revenues generated by the City as a whole.

**Table 2.8 – Sales Tax Revenues – City of Stockton & Midtown Neighborhood
First Quarter 1996 – Third Quarter 2000**

<i>Fiscal Year</i>	<i>City of Stockton</i>	<i>Midtown</i>	<i>Midtown as % of City</i>
1996 (First Qtr – Fourth Qtr)	\$19,015,894	\$670,158	3.5%
1997 (First Qtr – Fourth Qtr)	19,972,691	682,398	3.4%
1998 (First Qtr – Fourth Qtr)	21,574,708	762,837	3.5%
1999 (First Qtr – Fourth Qtr)	24,660,544	776,891	3.2%
2000 (First Qtr – Third Qtr)	13,843,205	402,741	2.9%
5-Year Total:	\$99,067,042	\$3,295,025	3.3%

Source: City of Stockton GEO Area Report (HDL & Associates)

In general, resident-serving retail uses are limited primarily to the several convenience-type markets and specialty stores in the area. Currently, residents go outside the Midtown Neighborhood for demands met by larger establishments (i.e., grocery stores) located on the Miracle Mile or along Wilson Way.

2.2. Neighborhood Design & Character

The Midtown Neighborhood is comprised of a mix of single- and multi-family residences in addition to commercial and non-profit/service-oriented organizations. In addition, the Midtown Neighborhood is home to education uses such as the CSUS-S campus and Stockton Commodore Skills School. The mix of commercial establishments throughout the area and future development of the CSUS-S campus provides for the potential to add vitality to the neighborhood.



There are several historically significant structures, most prevalent in the Magnolia Historic District and on the CSUS-S campus, which provide the Midtown Neighborhood with its unique character and sense of place.

Figure 2.4 provides a general visual overview of the Midtown Neighborhood.

Unfortunately, there are many factors which detract from the pleasant character of the Midtown Neighborhood. Boarded-up and dilapidated structures detract from the sense of visual unity. Poor property maintenance and a lack of streetscape improvements contribute to an overall “tired” appearance. Neighborhood safety is compromised by criminal activities. Nonetheless, there are pockets of well-maintained homes and businesses, which can serve as catalysts for future neighborhood improvements.

2.3. Assets, Challenges & Opportunities

Confirmed by the community during workshop sessions, the Midtown Neighborhood’s unique character, proximity to Downtown and freeways, availability of nearby services and overall sense of place provides for a distinctive identity. However, they also recognized many obstacles facing

the neighborhood, but recognized the opportunities for progress. This Revitalization Strategy builds on these opportunities while addressing the major challenges it faces in creating its future.

Assets

Established Neighborhood

The Midtown Neighborhood is an established neighborhood with a unique character, historic quality, and mature vegetation and landscaping. Many residents have lived in the area and are committed to its success.

Historic Area

The Midtown Neighborhood's unique historical architecture and older structures and buildings are an asset to the neighborhood. In addition to the several note-worthy landmarks located throughout the area, the Midtown Neighborhood is home to Stockton's only two designated historic districts – Magnolia Historic District and Doctor's Row on the CSUS-S campus.

Location, Location, Location

The Midtown Neighborhood is ideally located just north of Downtown, easily accessible from many major City streets as well as Interstate 5 and the Crosstown Freeway. It is close to many government service agencies (such as DMV), low-cost restaurants, local businesses and non-profits, parks, education facilities (including the CSUS-S campus), and hospitals (such as St. Joseph's Medical Center).

Residents

The Midtown Neighborhood residents are a tremendous asset to the community. Many home owners are actively involved in efforts to improve their community. There is an existing neighborhood betterment committee, namely SNAG (Safe Neighborhood Action Group), which is committed to reducing crime, removing blight, enhancing education and employment opportunities, and improving the overall quality of life for Midtown residents and businesses as part of the City's Safe Neighborhoods Program.

Existing Businesses

There are several successful commercial developments in the Midtown Neighborhood. While the close proximity to Downtown, with all of its revitalization efforts and business incentives, creates competition for Midtown businesses, many are still successful in serving the local residents nearby.

Mixed Uses

The Midtown Neighborhood zoning designation of C-R (Commercial-Residential) allows for a variety of uses within the Midtown Neighborhood. With the exception of Planned Unit Residential Development, the C-R zoning designation permits most residential uses, in addition to certain business and professional offices. This inter-mingling of residential and commercial development contributes to the ultimate "Urban Village" vision for the area.

Challenges

Safety and Security

Crime has been an on-going problem for the Midtown Neighborhood. According to Stockton Police Department reports for calendar year 2000 for locations with 75 or more calls for service, the top five locations received a combined total of more than 1,400 calls for service – an average of 280 calls per month. It should be noted that a "call for service" is anytime someone dials 911 or makes a non-emergency

call. A call for service is also recorded any time an action is taken by an officer, either self-initiated or otherwise.

Due to the number of residents and isolated box-type configuration, many Midtown apartment complexes find themselves subject to a number of criminal activities. In addition, adult uses in the area have continued to attract and contribute to prostitution and drug dealing activities.

Deteriorating Buildings and Infrastructure

As discussed previously, many of the buildings in the Midtown Neighborhood are quite old and in need of repair. Issues such as asbestos and lead paint removal prevent some rehabilitation efforts as the cost to remove such contaminants is, in many cases, very costly. In addition to the deteriorating buildings, many infrastructure improvements are needed in the area.

Property Management

As is evidenced by the low owner-occupancy rate in the area, many residents are tenants subject to the actions of property owners and management. The lack of attention paid by absentee landowners has contributed to many substandard conditions found throughout the area.

In addition, the lack of a centralized network of property managers for the area often contributes to problem tenants moving from one complex to another in the same area.

Traffic Circulation & Parking

Most of the north-south streets in the Midtown Neighborhood including, but not limited to, California Street suffer from through traffic to and from the Downtown area. This traffic and high speeds detracts from the safety and character of Midtown.

With regard to parking, the presence of several businesses, government services, and non-profit agencies coupled with nearby residential uses often creates parking congestion problems.

Opportunities

CSUS-S Development

In addition to the educational role of the CSUS-S campus, future development of the remaining 102-acre site will contribute to the overall economic vitality of the Midtown Neighborhood.

Completion of the Master Development and Rezone & General Plan Amendment will help strengthen the economic engines of the CSUS-S campus, providing for a variety of business investment opportunities to be facilitated by a Master Developer to be selected by the Site Authority.

Local Government Support

The City of Stockton makes available a number of residential and commercial grant and loan programs for new construction, building rehabilitation, and other improvements. See Appendix C for a summary of these programs.

Employees

An excellent source of market support for the Midtown Neighborhood are the many employees working in the Midtown Neighborhood and throughout the adjacent Downtown area. A “rebirth” of businesses and retail uses throughout the area will draw these patrons to take advantage of products and services and encourage those employees to become residents of the neighborhood.

Accessibility

Due to the Midtown Neighborhood's central location, the area has regional visibility and freeway access. Appropriate uses at key corners or "gateways" can provide strong focal points for the neighborhood and draw people into the Midtown area.

New Redevelopment Project Area

Establishment of the Midtown Redevelopment Project Area will provide a tool, via tax increment financing, to assist in implementing many of the action projects identified in the proposed revitalization strategy.

SECTION 3 – A COMMUNITY VISION

The Midtown Neighborhood's community vision is a statement of goals for the preferred future of the area. It is the ideal toward which the Master Revitalization Strategy strives. The vision for a Midtown Neighborhood of the future has been developed over the past year and a half through planning efforts of the CSUS-S / Midtown Policy Advisory Group and discussions with the residential and business community.

A Community Vision for the Midtown Neighborhood

Create a Multi-Use Area that is Economically Vibrant

This goal emphasizes a “Live, Work, Walk” environment, encouraging owner-occupied housing and home businesses via an economically vital multi-use area where people can live and work in the same community. It addresses the need for a diversity of housing demands for students, University personnel, non-profit employees and other Downtown personnel. In addition, the “Live, Work, Walk” concept encourages the importance of stimulating retail and professional development in the Midtown area.



Maintain Midtown as an Urban Place with its Unique History

This goal is intended to preserve the character of the Midtown Neighborhood, including the Magnolia Historic District, through the enforcement of design codes, standardization of landscaping and rehabilitation of historic sites. It also emphasizes the importance of recognizing CSUS-S as a historical place by promoting landmarks and monuments and joining the campus and neighborhood together.

Establish a Neighborhood that is a Model for Social, Physical and Family Rejuvenation

This goal encourages the rejuvenation of the Midtown Neighborhood through partnerships among agencies to ensure neighborhood streets are safe and educational and recreational opportunities are available to area youth. It also promotes infrastructure improvements to ensure the safety and security of those streets by addressing issues such as street/sidewalk repair, parking, lighting, electricity and telecommunications. Networking and partnerships among agencies and their constituents will help achieve this neighborhood goal.

Ensure the Midtown Neighborhood is Supported by its Streets and Transportation

This goal emphasizes defining the roles of major streets in the Midtown Neighborhood. In addition, it promotes the designation of California Street as a “Main Street” with a focus on small retail businesses to serve the CSUS-S clientele and adjacent residents. Demarcation of the area is important to identify a definite destination whereby people can recognize they have entered a special place.

In addition, this goal illustrates the importance of improving transit connections to community workplaces and creating additional connector routes to the freeway and Downtown.

Provide a Neighborhood School and Community Learning Center

This goal encourages the development of facilities that reinforce neighborhood support and participation. It proposes a neighborhood school on or near the CSUS-S campus to serve Midtown Neighborhood children and a Community Learning Center. The Community Learning Center will provide a central location for youth and adults to engage in activities related to the arts and humanities. Learning Center activities will include educational enrichment programs such as a reading club or other similar activity.

SECTION 4 – REVITALIZATION STRATEGY

The Revitalization Strategy outlines policy-oriented actions and more specific projects to develop facilities, programs and activities. It provides a framework for collaboration and partnerships with the CSUS-S campus, residents, neighborhood organizations, government agencies and private businesses, linking existing City, County, CSUS-S, and private projects with the Midtown Neighborhood.

These strategies are based upon the neighborhood goals and vision developed with community input and are categorized into Primary and Supporting Revitalization Strategies. Whereas the Primary Strategies address overall improvement concepts such as housing, the Supporting Strategies supplement the primary strategies by addressing individual elements such as crime. Without the success of one (i.e., crime prevention), the other (i.e., increased home ownership) cannot succeed. Together, these activities comprise an action agenda for the Midtown Neighborhood.

The Action Matrix (see Appendix A) presents the actions, projects and programs the City, County, CSUS-S and community will implement to achieve its desired future. For each of the specific action projects, the following has been identified:

- A range of potential funding sources which might be tapped;
- The time at which the action could be reasonably addressed; and
- The organization(s) that could most appropriately assume lead responsibility for implementing the action.

It is important to note that actual project costs will be determined at the time of project initiation and will be budgeted for accordingly. In addition, it should be noted that objectives identified under each action project should be considered catalyst projects. The intent of the Revitalization Strategy is to periodically evaluate each objective based on its denoted time frame and continue those activities, which demonstrate success and have a significant impact on revitalization of the area, and expand upon those activities.

4.1. Revitalization Strategies

Primary Revitalization Strategies

The three strategies identified below are designed to address overall improvement concepts by supporting the “Live, Work, Walk” component of the Midtown vision by building upon the existing commercial base (California Street in particular), bringing new, responsible home owners to the area, encouraging development of the CSUS-S campus - including construction of a neighborhood school, and providing incentives to those living and working in the area.

Commercial Stimulation & Development

The commercial revitalization strategies include actions that build upon existing strengths in the Midtown Neighborhood. California Street will be developed and promoted as Midtown’s “Main Street” with a plan to develop visual unification through signage and streetscape improvements. Stimulation of small retail development along California Street, via business assistance programs, will attract businesses to areas near the CSUS-S campus which are conducive to not only the existing academic setting, but future development scenarios.



In addition, the commercial revitalization strategy encourages establishment of home/businesses via employee incentives to promote the “Live, Work, Walk” concept. This concept is further supported by the proposed development of additional child care uses in the area for Midtown residents and employees.

Home Ownership, Rehabilitation & Development

The housing development strategy focuses on renovating and building new owner-occupied housing throughout the Midtown Neighborhood by promoting home-buyer assistance programs, housing rehabilitation loans and grants, and marketing housing opportunities to employees working in and around the Midtown Neighborhood.



In addition, the housing strategy focuses on rehabilitating existing rental units for use by CSUS-S students, residents and employees.



CSUS-S Development

While a final determination of the development of the 102-acre CSUS-S site will be made by the Site Authority in conjunction with selection of a Master Developer, this strategy focuses on various development options including a government center, neighborhood school, market-rate housing, possible health-care uses, and retail uses conducive to the proposed setting. This strategy also focuses on improved access to the site by creating a new entrance via Stanislaus Street for travelers coming off the Crosstown Freeway and opening the campus to more recreational, cultural and special events.



Supporting Revitalization Strategies

The supporting revitalization strategies complement the primary strategies by addressing a range of neighborhood improvements and services. These strategies address more specific issues associated with the scope of the revitalization process in order to address the entire neighborhood, and include:

1. Neighborhood Improvements: code enforcement, neighborhood clean-ups, improved refuse collection
2. Partnerships: partnership coalition, neighborhood newsletter, community consensus
3. Safety & Security: community policing programs, neighborhood watch programs, addressing problem-specific properties, positive publicity
4. Services & Amenities: public recreation opportunities, network of Midtown service providers, Community Learning Center, youth development programs
5. Historic Preservation: design standards, incentive programs, code enforcement, streamline of review process
6. Permit & Zoning Revisions: overlay zone, problem-use permits, CSUS-S Master Development & Rezone and General Plan Amendment
7. Transportation: linkages among uses, coordination of transit schedules, traffic calming measures, neighborhood identity through signage
8. Infrastructure: pedestrian amenities, streetscape improvements, bike routes/paths, improved parking, parks



9. Economic Development: public/private partnerships, development proposals

10. Financing: Midtown Redevelopment Project Area, grants and loans

Following the identification of the above strategies, the Midtown Policy Advisory Group took the comments received at the community workshops and City staff resources to prioritize the issues, by general category, in an effort to direct the Group's focus on an immediate plan for action, as identified in Section 4.2 below. Those categories, in order of priority, are as follows:

1. Economic Development
2. CSUS-S Development
3. Safety & Security
4. Commercial Stimulation & Development
5. Infrastructure Improvements
6. Encourage Owner-Occupied Housing
7. Historic Preservation
8. Housing Rehabilitation
9. Community Events, Recreation & Open Space
10. Non-Profit / Social Services
11. Transportation & Circulation
12. Neighborhood Beautification
13. Partnerships
14. Property Management & Improvement
15. Neighborhood Identification
16. Streets & Parking

4.2. Immediate Plan for Action

Based on the above priorities and a desire to create immediate, visible results in the Midtown Neighborhood, a plan was formulated to “jump start” revitalization activities in a specific area of the Midtown Neighborhood (see Appendix B). While this plan incorporates various components of the overall Master Revitalization Strategy, it focuses on two primary issues: crime and blight.

This project, otherwise known as the Park-Poplar Project (PPP) is an eight-block area within the Midtown Neighborhood bounded by Poplar Street to the north, American Street to the east, Park Street to the south, and Hunter Street to the west. This particular area was selected as it is a visible subsection of the Midtown Neighborhood which contains highly traveled intersections serving as major through-routes in the area. It is an area with a diversity of challenges, including crime and blight providing for many opportunities with regard to change and neighborhood improvement to aid in commercial stimulation efforts. Finally, the PPP is an area within which partnerships can be developed with other organizations, such as the County and DMV, to help assist in improvement efforts.

Prior to developing this immediate plan for action, a list of objectives was identified in order to determine an appropriate method for achieving immediate, visible results in the Midtown Neighborhood. Those objectives are as follows:

- Focus on existing resources, services and programs within a specific area of need to serve as a catalyst for revitalization.
- Develop partnerships with other agencies and organizations to strengthen revitalization efforts (i.e., San Joaquin County, DMV, Sanitation Services.)
- Partner with the community for an Immediate Plan for Action.

- ❖ **INFORM:** Inform and educate residents, property owners, and businesses via direct mailings, community meetings, and neighborhood organization newsletters regarding responsible property management, eliminating neighborhood blight, and City-assisted programs available to implement overall improvement efforts.
 - ❖ **PROMOTE:** Promote improvement efforts and strategies through on-site activities and events, including the Police Department's Community Resource Van and beautification/clean-up days.
 - ❖ **ACT:** Implement pro-active policing, code enforcement, and other improvement efforts which will contribute to the revitalization of the neighborhood, by removing or improving upon those elements which contribute to deteriorating conditions in the neighborhood.
- Empower the community to embrace responsibility for their immediate surroundings.
 - Stimulate and improve economic conditions.

SECTION 5 – IMPLEMENTATION PROGRAM

5.1. Implementation Program

The Implementation Program is a critical component of the CSUS-S / Midtown Revitalization Strategy. It will guide the execution of the Action Plan detailed in Appendix A. Eight key components to a successful implementation program are presented here.

- ***Flexible Phasing Plan***

Since the Revitalization Strategy is an ambitious program, it is not possible to undertake all of the actions at once. Therefore, the Action Plan prioritizes and phases the action items over time. However, over time, resources, opportunities and new challenges will inevitably present themselves to the community. The implementation process should be flexible and allow for unforeseen circumstances in order to take advantage of opportunities as they may arise.

- ***Designate a “vision champion”***

The Revitalization Strategy is intended to be implemented over a long-term horizon. To ensure that the vision of the plan is preserved over time, Redevelopment Agency staff will keep policy makers, business and housing developers, and neighborhood groups abreast of the issues and needs of the Midtown Neighborhood. In addition, as the redevelopment process progresses for the new project area, the Revitalization Strategy can help serve as a resource to the elected Project Area Committee as they formulate a Redevelopment Plan for the area.

- ***Work with Police Department***

The Housing & Redevelopment Department and neighborhood should continue to communicate with the Stockton Police Department in order to improve security in the area and to set up neighborhood watch programs.

- ***Work with non-profits, businesses, and the CSUS-S campus***

One of the Midtown Neighborhood’s strengths is not only the presence of the CSUS-S campus, but also the significant number and variety of businesses, non-profits, and service providers in the area (see Appendix D for listing of service providers.) Organizations such as Unifirst and the Center for Positive Prevention Alternatives have plans to expand their facilities, the CSUS-S campus will soon designate a Master Developer for the 102-acre site, San Joaquin County Family Support Services will soon construct a parking facility to accommodate their needs, and the City has plans to renovate the recently purchased Philomathean Club for community related activities and events. The City should continue to work with these organizations in carrying forth revitalization efforts.

- ***Utilize existing programs***

In addition to the services listed in Appendix D, there are numerous housing, economic development, and job training/placement assistance programs offered by the City, County and other non-profit organizations available to Midtown Neighborhood businesses and property owners (see Appendix C).

Additionally, the City should identify any other existing funding sources and state or federal assistance programs that may be utilized for the implementation of the Action Plan. Funding such as that provided by grants such as the Community Outreach Partnership Center (COPC) Grant will assist with activities such as economic stimulus, youth development, housing, and education enrichment activities.

- ***New redevelopment project***

The proposed Midtown Redevelopment Project Area will make tax increment financing available as one of the financing tools to carry out the Action Plan.

- ***Encourage public-private-community partnerships***

The challenges confronting the Midtown Neighborhood are not simple, and will require continued commitment, cooperation and collaboration from all sectors of the community. Public-private community partnerships, such as those formed as a result of these planning efforts, should continue to be encouraged in the implementation phase.

- ***Monitor and evaluate progress***

Periodic assessments should be conducted to monitor progress and to determine the success or needed correction of various improvement objectives and plans. Demonstrated success helps to increase commitment to the neighborhood revitalization process. The benchmarks presented below can assist in monitoring efforts.

5.2. Midtown Benchmarks

A set of economic and social performance indicators or “benchmarks” will be used to monitor and measure progress over the next several years:

Commercial Stimulation & Development

- Increase in sales tax revenue from Midtown establishments
- Number of new business starts in Midtown area
- Number of home/business starts in Midtown area
- Number of existing businesses renovated in Midtown area
- Linear feet of streetscape improvements installed along California Street
- Decrease in vacancy rate
- Number of new jobs
- Decrease in unemployment rate
- Number of childcare facilities in Midtown area

Home Ownership, Rehabilitation & Development

- Number of new units constructed
- Increase in number of owner-occupied housing units
- Number of existing units renovated/rehabilitated
- Decrease in vacancy rate
- Formation of Midtown Property Management Network

CSUS-S Development

- Number of events conducted on CSUS-S campus
- Number of government organizations relocating to campus area
- Number of new residential or commercial developments on CSUS-S campus
- Number of existing structures renovated on CSUS-S campus

Neighborhood Improvements

- Number of neighborhood clean-up programs conducted
- Number of code enforcement target sweeps conducted
- Decrease in number of refuse collection complaints
- Public perception of neighborhood attractiveness
- Number of code violations corrected

Partnerships

- Formation of Midtown Partnership Coalition
- Number of neighborhood newsletters/newspapers circulated
- Number of community forums held to discuss neighborhood revitalization

Safety and Security

- Decrease in number of crimes against persons
- Decrease in number of crimes against property
- Decrease in number of emergency calls to Police Department
- Decrease in number of emergency calls to Fire Department
- Public perception of level of safety
- Number of unsafe properties acquired, abated and/or demolished
- Number of Midtown marketing brochures distributed
- Number of Public Service Announcements aired
- Number of new Neighborhood Watch Groups formed

Services & Amenities

- Creation of a Network of Midtown Service Providers
- Creation of Neighborhood Yellow Pages
- Creation of Neighborhood Center
- Number of children participating in after school and/or youth development programs
- Number of children and adults participating in recreational and/or educational programs
- Number of special events conducted in Midtown area

Historic Preservation

- Creation of formal incentive program
- Number of landmarks designated in Midtown area
- Number of (historic structure) code violations corrected
- Number of historic structures renovated

Permit & Zoning Revisions

- Number of problem use permits revoked by Planning Commission
- Completion of Master Development & Rezone and General Plan Amendments
- Revision of current code to allow for Overlay Zone

Transportation

- Number of residents using public transportation
- Number of CSUS-S students using public transportation
- Public perception of convenience of public transportation
- Number of new traffic calming measures implemented
- New linkage (trolley, shuttle, etc.) from Downtown to Midtown
- Identification of the role of major streets in Midtown area
- Number of new signs in Midtown area
- Number of historical markers installed to identify special places

Infrastructure

- Linear feet of streets repaired
- Linear feet of utility lines repaired
- Number of street lights added
- Number of trees planted
- Number of park restrooms developed or renovated
- Number of playgrounds developed or renovated
- Number of new parking spaces added
- Number of additional bike routes/paths added

Economic Development

- Number of public/private partnerships
- Number of development proposals implemented
- Number of available funding sources

Financing

- Creation of new redevelopment project area
- Number of outside grants and/or loans awarded

APPENDIX A

Master Revitalization Strategy

Action Plan Matrix

APPENDIX D

Social & Community Service Organizations

Midtown Neighborhood

There are numerous non-profits, social service and general community service organizations located throughout the Midtown Neighborhood. These organizations provide services to only Midtown residents and businesses, but also to the Stockton Community as a whole:

Association for Retarded Citizens – San Joaquin

802 E. Flora

Adult Development Center – 701 E. Vine

Valley Rehabilitation Industries – 1103 N. Aurora

The Association promotes research, services and better public understanding of the problems of mental retardation. ADC provides basic living skills training to severely and profoundly retarded adults, and ongoing services to students who “graduate” out of Special Education school classes upon reaching their 22nd birthdays and for adults who re-enter the community from the state hospital system.

Valley Rehabilitation Industries is a non-profit vocational training and sheltered employment workshop for mentally retarded and other disabled adults which provides training in appropriate work behaviors and job skills, personal and vocational counseling, basic academics and travel training.

California Conservation Corps

Delta Center - 1202 N. American

CCC members build parks and trails, clear streams, plant trees, fight fires and floods, and do whatever is necessary to improve and protect the state’s natural resources.

Catholic Charities

1106 N. El Dorado

Catholic Charities is a five-county Diocesan agency serving the Northern San Joaquin Valley. The programs include services to the senior citizens, Southeast Asian refugees, and individuals and families under stress.

Center for Positive Prevention Alternatives

729 N. California

CPPA provides counseling, crisis intervention, information and referral services, primary prevention programs in schools, translation, community involvement programs, client advocacy and counseling such as runaway, employment, substance abuse, community school patrol, and family planning.

Chamber Business Incubator

445 N. San Joaquin

The Chamber Business Incubator offers affordable office space and numerous services to help new and emerging small businesses succeed and grow.

Community Blind Center

130 W. Flora

Services include training in Braille and communication, orientation, mobility and daily living skills for the blind and visually impaired. Social services include outreach, information and referral, individual and family counseling and vision volunteers to assist with mail, reading and bill paying.

Council for the Spanish Speaking

308 N. California Street

Provided numerous services including family services, day care centers; youth counseling; senior citizen programs; form completion and translation services for needy families; gang violence prevention services; assistance to female heads of households in translation; classroom training; ESL programs; immigration services; and legal assistance.

Department of Motor Vehicles

710 N. American

The DMV protects the public and promotes safety on the state’s roads and highways through various programs.

Developmental Disabilities Service Organization

Alan Short Center – 1004 N. Grant

The Alan Short Center provides functional skills training, in the areas of self-advocacy, self-care, community integration, employment and recreation-leisure, to adults with developmental disabilities.

Doyle Gardens

625 E. Oak Street, #102

Doyle Gardens is a private organization run by the Marlinton Corporation that participates in the Senior Health Assessment & Preventive Education Program (SHAPE), and is a brown bag meal facility for seniors.

Eden Park Center

1221 N. California

Currently looking to relocate to the Holt House at 548 E. Park, this program is funded by San Joaquin County and operated by the University of the Pacific. It provides vocational and recreational socialization services to the mentally ill.

Employment Preparation Workshop

1140 N. El Dorado

Helps young adults ages 17-21 who have not completed their high school education with job placement, GED preparation, childcare, transportation, work experience, and job training.

Families Overcoming Chemical Using Situations (FOCUS)

322 N. California Street

FOCUS assists women at risk of substance abuse to learn to create healthy lifestyles for themselves and their children free of drugs and alcohol. During an intensive nine-month program, mothers learn about parenting skills, nutrition, home management and health issues as well as receive drug education and counseling.

Grant Street House

710 N. Grant

Grant House provides a short-term residential treatment program for adults with emotional problems. It is staffed 24 hours a day with trained counselors and offers both group and individual counseling.

Heritage Square

640 N. San Joaquin

Operated by the San Joaquin County Office of Substance Abuse, this program is for youths age 12-18 and offers six different programs to assist children with getting off drugs and alcohol and getting their lives back on track.

Holistic Approach Home Health Care Agency

409 N. California Street

A home health care agency specializing in geriatrics, pediatrics, newborn care, oncology, hematology, and AIDS infusion therapy for patients in their homes or place of residence.

Lao Family Community Inc.

807 N. San Joaquin

Lao Family Community helps Southeast Asian refugees, at no charge, with employment services, counseling, translation and interpretation, financing assistance, and housing information.

Lilliput Children's Services

130 E. Magnolia

Lilliput provides treatment, foster care, and adoption services to children who are juvenile court dependents and recruits, trains, and certifies foster/adoptive families.

Lots of Tots

1304 N. American

Lots of Tots provide childcare services.

Native Sons of the Golden West – Stockton Chapter

809 N. Hunter

An organization dedicated to preserving the history and landmarks of California. It also plants trees, awards scholarships, gives away flags and makes monetary contributions to charitable organizations.

Safe House

Runaway and Homeless Youth Shelter - 426 E. Flora

An organization helping runaways and homeless youths achieve stable lifestyles, living free of delinquency and drugs. The temporary haven offers meals, crisis counseling and schooling.

San Joaquin County Child Abuse Prevention Council

604 E. Acacia

Working to eliminate child abuse through prevention, intervention and education, this organization also helps maintain agency networking and advocates for children's rights in the courts and legislature.

San Joaquin County District Attorney's Office

Family Support Services – 826 N. California

The Family Support Services Division seeks parental support of dependent children.

San Joaquin County Employment & Economic Development Department – Economic Development Association

814 N. Hunter

EDA, in cooperation with WorkNet, is a one-stop business resource committed to meeting the needs of development prospects, local businesses and the community, providing a variety of business-related services.

San Joaquin County Health Care Services

Healthy Families Outreach - 640 N. San Joaquin

Healthy Families is a program that gives parents the opportunity to obtain excellent health, dental and vision coverage for their children (ages 1-18) at low monthly rates.

San Joaquin County Human Services Agency

CalWorks – 900 E. Oak Street

One of the newest resources to area businesses for employees, this is an aggressive program that assists residents in finding and keeping jobs that lead to self-sufficiency and personal success.

San Joaquin County Mental Health Services

1212 N. California Street

The County Mental Health program is designed to locate mentally ill persons living on the streets and identify their problems. It provides direct assistance via vouchers for food, clothing and shelter. It also provides for delousing, medical services, crisis intervention, and assistance with SSI and/or SSA benefits.

San Joaquin County Office of Substance Abuse

Alliance for Infants and Mothers (AIM) – 548 E. Park Street

A program for pregnant and parenting women over the age of 18 enrolled in the Healthy Beginnings program at San Joaquin General Hospital, this program offers drug and alcohol recovery services.

San Joaquin County Office of Substance Abuse

Alcohol Recovery Center – 620 N. Aurora

This Center administers the First Offender/Drunk Driving Program providing a program pursuant to state regulations, which first or multiple offenders may be required to attend.

San Joaquin County Office of Substance Abuse

Prevention Services – 640 N. San Joaquin

Prevention Services provides a vast array of programs and services to prevent the use of illegal substances in San Joaquin County.

San Joaquin County Office of Substance Abuse

Starting Point Program – 701 E. Park

Starting Point is a 24-hour non-medical, 20-bed detoxification facility for men. Services include detoxification and counseling.

San Joaquin County Public Health Services

WIC Program – 1145 N. Hunter

The WIC Program provides supplemental food vouchers, nutrition education and health care referrals for low income, pregnant and breastfeeding women, infants and children who are at medical or nutritional risk.

San Joaquin County Rental Property Association

840 N. El Dorado

Services include professional guidance, credit checking of prospective tenants, forms, typing and delivery of eviction, legislative advocacy, landlord education and more.

San Joaquin Delta College

Small Business Development Center - 445 N. San Joaquin

The SBDC offers classes and workshops to help people interested in starting a small business and the owners of existing businesses. Free one-to-one business consulting is also offered.

San Joaquin Employers Council

1130 N. El Dorado

A private corporation providing labor relations and employer/employee relations consulting services to the State of California.

San Joaquin Local Health District

Adolescent Family Life Program - 511 E. Magnolia

This program offers case management for pregnant and parenting teens, 17 and under. Clients are assisted on a regular basis with promotion of healthy pregnancy, improved school attendance, and reduced repeat pregnancy.

Southeast Asian Refugee Community Health (SEARCH)

620 N. Aurora

SEARCH is a liaison to the community regarding health issues. Languages spoken include Lao, Cambodian, Hmong and Vietnamese. SEARCH offers services related to counseling, parenting, translation, domestic violence, child abuse, gang violence, HIV/AIDS education and drug/alcohol.

Vietnamese Voluntary Foundation

1111 N. California

Vietnamese Voluntary Foundation provides ESL, on-the-job training with vocational English, on-the-job training for non-cash refugees, job search services, and work experience or pre-employment preparation.

Wellness Works

1043 N. Sacramento

Funded by San Joaquin County Mental Health and run by the University of the Pacific, this program provides classes and activities to CalWorks participants to prepare them and assist with obtaining employment.

Women's Center of San Joaquin County

620 N. San Joaquin

The Women's Center has a number of programs to help women in the community including shelter, counseling, advocacy for victims of sexual assault and domestic violence, information and referrals, crisis intervention, and support groups.

WorkNet (Private Industry Council)

850 N. Hunter

WorkNet offers a one-stop system to job seekers, giving them access to a wide range of services; from information on unemployment benefits to accessing information on the job market, training availability, and career counseling. Representatives may provide intensive services including assessment, occupational skills training, skill upgrades and placement assistance.

YMCA

1282 N. Grant

YMCA / John Cheadle Family Center

1304 S. San Joaquin

A place for all members of the community offering the following services: arts and crafts program; after school study program with UOP volunteers; playrooms and story hour for ages 5-10; organized open sports; computers for private instruction; game room; and visits from the Stockton Public Library Mobile Van.

APPENDIX C

Existing Programs

Housing Assistance

Economic Development Assistance

Job Training & Placement

City of Stockton Housing & Commercial Assistance Programs*

**For information and eligibility requirements for the programs listed below, please contact the City of Stockton, Housing & Redevelopment Department at (209) 937-8539 or visit the City's website at www.stocktongov.com for more information.*

- **Homebuyers Assistance Program (HAP)**
This program provides financing for new housing and the acquisition and rehabilitation of existing housing for low-income families in an effort to increase the number of safe and sanitary affordable housing units.
- **Single Family Housing Loan Program**
This program provides additional opportunities for homeownership by providing low-interest loans to assist with construction costs related to mandatory correction of housing code violations, construction contingencies, temporary relocation and moving expenses, and repair/replacement and general property improvements.
- **Rental Rehabilitation Loan Program**
This program is intended to provide financing for the repair and renovation of dwellings rented by low income households. Qualifying projects receive zero percent interest rate loans for a maximum term of 30 years to fund hard and soft costs for rehabilitation, site improvement, security upgrades and energy efficiencies.
- **Emergency Repair Loan Program**
This program provides zero percent interest rate loans to eligible owner occupied households to repair or replace portions of the structure, its fixtures, equipment or systems related to its use that present an immediate danger to life, limb, property or safety of the public or occupants.
- **Exterior Beautification Loan Program**
Through this program, the City rebates beautification costs for one to four rental units located within eligible areas for property clean-up, exterior painting, fence repair/replacement, front yard landscaping, security/safety improvements, and energy saving improvements.
- **Fee Deferral Program**
This program provides short term financing for a portion of the public impact fees while a project is being developed. The fees are paid at the time units are sold and/or occupied. Short-term deferral of building permit fees has helped to lower the cost of single family housing and economic development in depressed areas by reducing the builder's financing costs.
- **Commercial Rehabilitation Grant Program**
Under this program, the City provides the first \$10,000 and matches up to another \$10,000 for a maximum total of \$20,000 in grant funds for qualifying commercial rehabilitation projects.
- **Other Financial Business Assistance Programs**
The City also provides financial assistance to commercial industrial users through commercial façade improvement loans and real estate based financial assistance programs.

Stockton/San Joaquin Enterprise Zone*

**For information and eligibility requirements for the programs listed below, please contact the City of Stockton, Economic Development Department at (209) 937-8530 or visit the City's website at www.stocktongov.com for more information.*

In 1993, the State of California approved an Enterprise Zone (operated jointly by the City of Stockton and San Joaquin county) to help create jobs and opportunities. In 1998, the Enterprise Zone was expanded to include the CSUS-S campus. Specific portions of the Midtown Neighborhood, including the CSUS-S campus, fall within this Enterprise Zone which provides for assistance to local eligible businesses.

- **Tax Credit Incentives**

Hiring Credit: Employers may claim a tax credit for each eligible employee hired and employees may claim a tax credit that reduces the amount of their California income tax owed.

Sales & Use Tax Credits: Companies may claim a tax credit equal to the tax paid on certain machinery purchases to be used exclusively within the boundaries of the Enterprise Zone.

Business Expense Deduction: Businesses may deduct part of the cost of tangible property as a business expense in the first year it is placed in service.

Net Operating Loss Carryover: Individuals or corporations in an Enterprise Zone may carry over up to 100% of net operating losses to future years to reduce the amount of taxable income for those years.

Net Interest Deduction for Lenders: Individuals, non-commercial lenders and commercial institutions may deduct the net interest earned on a loan to a business operating solely within the Enterprise Zone.

- **Employee Recruitment & Training Assistance**

Businesses locating in the Stockton/San Joaquin Enterprise Zone can avoid the high costs of recruiting, screening, and training employees by taking advantage of programs through San Joaquin County WorkNet including: recruitment and prescreening services, on-the-job training, specialized training programs, and pre-trained/job ready employees.

- **Financing Opportunities**

SBA Financing: The Tracy/San Joaquin County Certified Development Corporation (CDC) offers Small Business Administration (SBA) 502 and 504 loans to those businesses needing fixed asset financing. In addition, the Employment and Economic Department of San Joaquin County provides SBA 7A loan packaging services at no cost.

Revolving Loan Fund (RLF): This fund offers “gap” financing to San Joaquin County businesses through loans for working capital, equipment, leasehold improvements and/or purchase of land and buildings to be used by the business.

Commercial Rehabilitation Loan Program: Property owners within the Enterprise Zone have access to three Commercial Rehabilitation Loan Programs throughout the City of Stockton including Emergency Grants, Façade Improvement Loans and Grants, and Commercial Economic Development (Rehabilitation) Loans.

Industrial Development Bonds (IDBs): Small and medium size manufacturers may benefit from IDBs which are a low-cost source of financing. In addition, the City and County will discount the packaging fee by 50%, resulting in substantial upfront savings.

Long-Term Lease/Option: Publicly owned land may be leased or purchased at favorable rates.

- **Local Development Savings**

Priority and Fast Track Permitting: Committed to expediting permit processing for Enterprise Zone projects, both the City and County have established permit centers.

Priority and Fast Track Permitting: All businesses locating within the Enterprise Zone will receive priority permit processing.

Development Coordinator: A Development Coordinator is assigned to Enterprise Zone projects to act as a liaison with other departments and agencies to address any problems that may arise during the permit process.

Fee Deferral Program: Projects with qualified impact fees over \$20,000 may be eligible for this program, which enables the developer to pay the fees over a five-year period.

Reduced Building Permit & Building Plan Check Fees: A 50% discount on Building Permit and Building Plan check fees is available to commercial and industrial Enterprise Zone projects.

Redevelopment Agency Assistance: Parcel assemblage may be provided for projects locating or expanding in the Redevelopment Project Area (RDA) of the Enterprise Zone.

Infrastructure and Off-Site Improvement Assistance: Large projects locating within the RDA of the Enterprise Zone may enter into development agreements with the Redevelopment Agency to reduce costs of off-site development and infrastructure by up to 50 percent.

Environmental Impact Report (EIR) Completed: Many businesses will not be required to submit an EIR if their project is not significantly different from the projection of the adopted Program EIR for the Enterprise Zone.

Economic Review Committee (ERC): Project developers/business owners meet with the ERC to review preliminary site plans, and discuss potential solutions to problems regarding the project.

San Joaquin County Economic Development Association (EDA)

EDA's goal is to encourage and assist business development in San Joaquin County.

The organization also seeks to increase and expand employment opportunities in San Joaquin County with jobs that enable workers to establish and maintain a decent standard of living. The EDA, in cooperation with other organizations, as a "one-stop" business resource committed to meeting the needs of development prospects, local businesses and the community.

Programs, services and information offered through EDA are available to any business considering expansion in the San Joaquin County area, including the following:

- Business Incentives
- Financing Sources
- Labor Market Information
- Regional Economic Development Studies
- Economic Development Database Information
- Referrals to Business Assistance Programs
- Building & Site Availability
- Water & Soil Analysis
- Labor Pools
- Business Training

- Employee Recruitment & Training
- Business Support Services
- Business Seminars
- Financial Analysis
- Community Profiles/Census Data

Additionally, the EDA provides business loan package preparation for acquisition of owner occupied land and facilities, machinery and equipment, leasehold improvements, inventory and work capital.

Small Business Incubator Program

The Incubator Program, established and operated by the Greater Stockton Chamber of Commerce, helps start and grow new businesses of both service and manufacturing/industrial types. The Incubator is designated to foster start-up and growth of entrepreneurial companies by providing a professional office environment, a wealth of office services, business consulting, and education.

Small Business Development Center (SBDC)

The SBDC assists in the creation, retention and expansion of small businesses by providing quality business consulting, business training, and access to resources by providing:

- Financial, marketing, and management consulting, including consulting in specialized areas such as international trade, government procurement, and manufacturing.
- Business and management training.
- Development of business and marketing plans.
- Development of small business internet web pages.
- Access to microloan funds.
- Resource information and referrals.

San Joaquin County WorkNet

WorkNet is a partnership between several agencies that provide resources and assistance to county businesses and job seekers. WorkNet offers a one-stop system to job seekers, giving them access to a wide range of services, including:

- Unemployment Benefits Information
- Job Market Information
- Training Availability
- Career Counseling
- Occupational Skills Training
- Skill Upgrades
- Placement Assistance

APPENDIX E

Community Workshop Summary Reports

A Vision for Change

Revitalizing the Midtown Business Community

Thursday, October 12, 2000
5:00 pm to 7:00 pm

Philomathean Club
1000 N. Hunter Street, Stockton

AGENDA

- 5:00 - 5:10 **Welcome and Introductions**
- Objective of Today's Meeting
- 5:10 - 5:40 **Presentation: A Vision for Change....**
Revitalizing the Midtown/Magnolia Community
- Background
 - Assets of the Midtown Business Community
 - "A Vision of Midtown" - Five Goals
- 5:40 - 6:10 **Small Group Breakout & Discussion**
- Review Goals, Objectives & Action Items
 - Provide Thoughts and Reactions
 - Brainstorm Additional Ideas
- 6:10 - 6:15 **Break**
- 6:15 - 6:55 **Report Back from Individual Groups**
- Group Presentations
 - Group Consensus
- 6:55 - 7:00 **Comments, Questions & Next Steps**

Sponsored by:
City of Stockton
University of the Pacific (UOP)
California State University, Stanislaus - Stockton (CSUS-S)

A Vision for Change

Revitalizing the Midtown Neighborhood

Saturday, October 28, 2000
10:00 am to 12:00 Noon

Philomathean Club
1000 N. Hunter Street, Stockton

AGENDA

10:00 - 10:10 Welcome and Introductions

- Objective of Today's Meeting

10:10 - 10:40 Presentation: A Vision for Change.... Revitalizing the Midtown/Magnolia Community

- Background
- Assumptions
- "A Vision of Midtown" - Goals & Objectives

10:40 - 11:10 Small Group Breakout & Discussion

- Review Goals, Objectives & Action Items
- Provide Thoughts and Reactions
- Brainstorm Additional Ideas

11:10 - 11:15 Break

11:15 - 11:55 Report Back from Individual Groups

- Group Presentations
- Group Consensus

11:55 - 12:00 Comments, Questions & Next Steps

Sponsored by:
City of Stockton
University of the Pacific (UOP)
California State University, Stanislaus - Stockton (CSUS-S)

APPENDIX B
Immediate Plan for Action

Pilot Area:	8-block area bounded by Park-Poplar-Hunter-American			
Pilot Period:	March 1 - June 30, 2001			
<u>ACTION</u>	<u>DEPT</u>	<u>DURATION</u>	<u>TIME PERIOD</u>	<u>NOTES</u>
Conduct Complete Inventory of Pilot Area Assess property specific problems (dumpsters, vehicles, building conditions, etc.)	HRD*	1 month	March to April	Including uses, tenants, etc.
Conduct Needs Assessment of Pilot Area	UOP*	1 month	March to April	
Midtown Redevelopment Project Area - Preliminary Plan to Redevelopment Agency for Approval	HRD	1 day	March 13	
Meet with County & DMV to Provide Update of Midtown Activities (Solicit Them as Partners)	HRD	1 day	Late-March	
Mail Out to Prop Owners, Residents, Property Managers Notify of Pilot Project Invite to "Kick-Off" Meeting	HRD	N/A	Late-March	
Interviews for CSUS-S Master Developer	Site Authority	1 day	March 22	
Neighborhood "Kick-Off Meeting" PD to explain problems in neighborhood Information regarding tenant screening, housing programs Dates of Community Resource Van On-Site Dates of Mini-Sweep & Saturday Clean Sweep (Describe Process)	HRD/Police	1 day	Early April	
On-Site Community Resource Van Two officers on foot - 16 hours CSO's available that speak Spanish & 4 Asian languages CSO's available to meet with neighbors and pass out stickers for kids Emphasis on education & importance of keeping blight out of neighborhood Van stocked with information on Neighborhood Watch, Code Enforcement, Housing Programs Personal Safety, Safety for Seniors, Information on 911 etc. Use Opportunity to "kick-off" establishment of new Neighborhood Watch Program	Police	1 day	Mid/Late April	same day as "knock and talks"
Door-to-Door "Knock & Talks" Find out who's in the neighborhood Possibly locate persons with warrants Educate residents and businesses on Crime Prevention Techniques	Police	1 day	Mid/Late April	

<u>ACTION</u>	<u>DEPT</u>	<u>DURATION</u>	<u>TIME PERIOD</u>	<u>NOTES</u>
Neighborhood Watch	Police	3 1-day mtgs	April/May	
Recruit required 70% for creation of Neighborhood Watch Group				
Hold 3 standard meetings to elect captain, provide crime prevention & safety info				
Post free placards throughout area				
Neighborhood Watch Group to purchase signs				
Master Revitalization Strategy Document to City Council - Public Hearing	HRD	1 day	April 17	
Acquisition of 3 Parcels for CPPA Expansion	HRD/CPPA*	N/A	April/May	
Demolition - 1230 N. San Joaquin	Neighborhood Services	1 day	April/May	
Mini Code Enforcement Sweep	Neighborhood Services	1 day	May 21-23	
Identify and cite visible code violations & abandoned vehicles				
Identify properties to be referred to HRD for rehab loans				
Cases will be assigned to ACE Team for special attention				
Distribute educational materials				
Notification to property owners/tenants - May 4				
Pre-sweep briefing - May 15				
Saturday Clean Sweep & "Recycling/Beautification" Event	Neighborhood Services	1 day	June 2	
Collection bins available for residents to dispose of unwanted items				
Code Enforcement Reinspection	Neighborhood Services	1 day	June 11-13	
Reinspect violations cited in mini-sweep for compliance				
SNAG Code Enforcement Sweep	Neighborhood Services	1 week	June 25-29	
Pilot properties excluded				
SNAG Saturday Clean Sweep	Neighborhood Services	1 day	July 14	
Pilot properties will be allowed to participate				
SNAG Code Enforcement Reinspection	Neighborhood Services	1 week	July 23-27	
Pilot properties excluded				

<u>ACTION</u>	<u>DEPT</u>	<u>DURATION</u>	<u>TIME PERIOD</u>	<u>NOTES</u>
Housing Services (participation is voluntary, subject to funding availability and must benefit low-income occupants)				
Direct mailing to property residents/owners promoting programs	HRD	N/A	Late-March	to be done in conjunction with mail-out
Door-to-door promotion of residential rehabilitation programs (single/multi-family)	HRD	see Notes	see Notes	same day as "knock & talks" / sweep
Door-to-door promotion of rental property exterior beautification program	HRD	see Notes	see Notes	same day as "knock & talks" / sweep
Advertisement in SNAG newsletter promoting available housing programs	HRD	N/A	April	
Hand out information regarding housing programs in neighborhood	HRD/Police	1 day	Mid/Late April	same day as Community Resource Van
Midtown Redevelopment Project Area - Project Area Committee Election	HRD	1 day	May 3	
<u>Other Future Activities:</u>				
A. Trimming of all City street trees and mistletoe eradication (3 to 5 months)				
B. Philomathean Club reuse and remodel				
C. Roadway and intersection resurfacing				
D. University enrichment activities				
*CPPA - Center for Positive Prevention Alternatives				
*HRD - City of Stockton, Housing & Redevelopment Department				
*UOP - University of the Pacific				